MULTIMEDIA UNIVERSITY

STUDENT ID NO

MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 1, 2015/2016

BRM2034 – RESEARCH METHODOLOGY

(B01 & B02)

15 OCTOBER 2015
9.00 a.m. – 11 a.m.
(2 Hours)

INSTRUCTIONS TO STUDENTS

1. This question paper consists of **EIGHT (8) pages** with 2 sections (excluding this cover page)

2. Section A: Thirty (30) multiple choice questions. Answer **ALL** questions. (40 marks)

3. Section B: Two (2) structured questions. Answer **ALL** questions. (60 marks)

4. Answer **Section A** in the multiple-choice answer sheet provided and **Section B** in the answer booklet provided.

SECTION A: MULTIPLE CHOICE QUESTIONS (40 MARKS)

There are THIRTY (30) questions in this section. Answer ALL questions.

1. Which variable has a temporal dimension and is useful when describing a process?
   A. Independent variable
   B. mediating variable
   C. moderating variable
   D. dependent variable

2. The Chief Financial Officer of a manufacturing company wants to know how many of the staff would be interested in attending a three-day seminar on investment decision-making. What is the most appropriate unit of analysis for this study?
   A. Dyad
   B. Individual
   C. Group
   D. Division

3. When you want to reduce the_____ in a variable, you need to_____ the concepts by looking at the behavioral dimensions, facets, or characteristics denoted by the concepts.
   A. objectivity, define
   B. subjectivity, define
   C. objectivity, operationalize
   D. subjectivity, operationalize

4. The difference between an interval scale and a ratio scale is that a ratio scale has a(an) _____ zero point.
   A. Arbitrary
   B. Definite
   C. Absolute
   D. Unlimited

5. "Should Malaysians employ more foreign workers that take away job opportunities for the locals?'. This is an example of _____.
   A. a loaded question
   B. a leading question
   C. a closed question
   D. a double-barreled question

Continued...

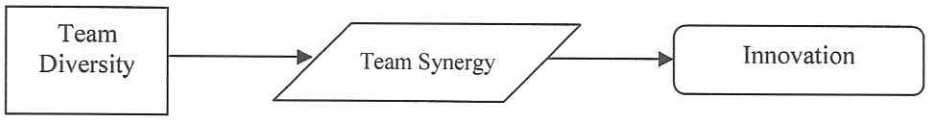
6. Which of the following sampling designs is not a form of nonprobability sampling?
   A. Judgement sampling.
   B. Convenience sampling.
   C. Quota sampling.
   D. Cluster sampling

7. The process of putting questionnaire responses into a database is called _____.
   A. Data analysis
   B. Data coding
   C. Data transformation
   D. Data entry

8. _____ involves reducing, rearranging and integrating qualitative data to form a theory.
   A. Data display
   B. Data coding
   C. Data reduction
   D. Data transformation

9. Which of the following is a feature of a well-written report?
   A. Long-winded sentences
   B. Chronological order of studies
   C. Cogent discussion of findings
   D. Plagiarized writing

10. How do you classify the variables below?



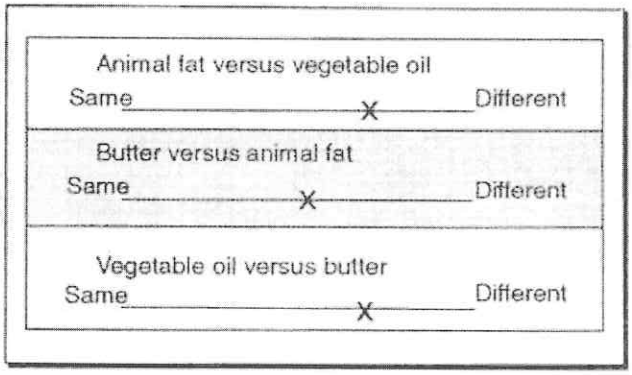
   A. Team diversity- dependent variable, team synergy- moderator, innovation- independent variable
   B. Team diversity- independent variable, team synergy- moderator, innovation- dependent variable
   C. Team diversity- independent variable, team synergy- mediator, innovation- dependent variable
   D. Team diversity- dependent variable, team synergy- mediator, innovation- independent variable

Continued...

11. A team of neurodevelopmental scientists would like to observe the social interaction of autistic patients starting from the age of six until they reach pubescent. What is the most suitable type of study for this research?
    A. cross-sectional study
    B. longitudinal study
    C. exploratory study
    D. case study

12. A psychiatrist evaluates the mental health of patients in the psychiatric ward. Which of the following statements is correct?
    A. The mental health is the object; the psychiatric ward is the attribute.
    B. The patients are the object; the mental health is the attribute.
    C. The patients are the object; the psychiatrist is the attribute.
    D. Psychiatric ward is the object; the patients are the attribute.

13. How do we call the following scale type?



Source : http://www.fao.org/docrep/w3241e/w3241e03.jpg

    A. A stapel scale
    B. A constant sum scale
    C. A multidimensional scale
    D. A comparative scale

14. In _____, researchers can pick up non-verbal cues of the respondents.
    A. Structured interviews
    B. Personal interviews
    C. Telephone interviews
    D. Closed interviews

Continued...

15. _____sampling designs are used when the probability of an element to be selected cannot be accurately determined.
A. Convenience
B. Probability
C. Random
D. Non-probability

16. _____ simply refer to the number of times various subcategories of a certain phenomenon occur.
A. Mean
B. Descriptive statistics
C. Frequency
D. Correlations

17. In qualitative data analysis, the extent to which the qualitative research results accurately represent the collected data is termed as _____.
A. External validity
B. Category reliability
C. Internal validity
D. Interjudge reliability

18. The _____ should provide background information on why and how the study was initiated.
A. title of the report
B. written report
C. table of contents
D. introduction

19. A counsellor believes the amount of homework given by teachers can lead to increased stress with a resultant effect on students' academic performance. What would be the moderating variable here?
A. Amount of homework
B. Stress
C. Students' academic performance
D. None of the above

20 A marketing manager is interested in tracing the pattern of sales of a particular cereal drink in four different regions of the country during Ramadhan period in year 2015. This is an example of a _____.
A. cross-sectional study
B. longitudinal study
C. exploratory study
D. case study

Continued...

21. Which of the following variables does not need to be operationalized?
    A. Emotional intelligence
    B. Customer satisfaction
    C. Weight
    D. Intelligence quotient

22. Number of complaints is _____ in nature.
    A. Ordinal
    B. Nominal
    C. Ratio
    D. Interval

23. Assessing broadcasting styles of new television anchors via video recording is an example of _____.
    A. Projective methods
    B. Statistical methods
    C. Observation
    D. Laboratory experiments

24. The most appropriate technique to establish whether there is a significant difference in the level of academic performance among students in accounting, finance and marketing degree programs is _____.
    A. An independent samples t-test
    B. A one sample t-test
    C. A paired samples t-test
    D. ANOVA

25. What is the meaning of Type II error (β)?
    A. The probability of correctly rejecting the null hypothesis.
    B. The probability of rejecting the null hypothesis when it is actually true.
    C. The probability of failing to reject the null hypothesis given that the alternative hypothesis is actually true.
    D. None of the above

26. What is the most suitable test to use when we want to study whether the choice of restaurants relates to the religion of an individual?
    A. Paired sample t-test
    B. Correlation analysis
    C. Cronbach's Alpha test
    D. A Chi-square test

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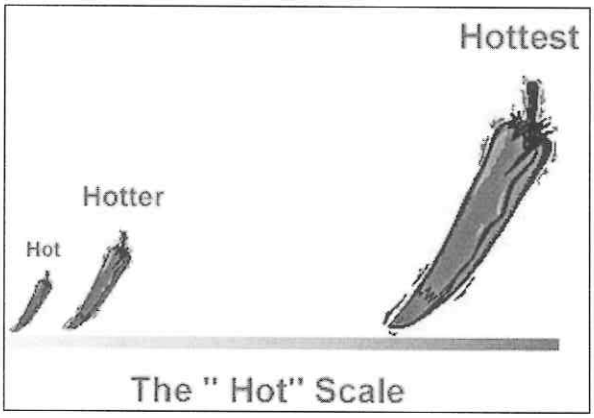
27. How do we call the following scale type?



Source: http://faculty.washington.edu/chudler/gif/hotscale.jpg

A. Dichotomous scale
B. Ordinal scale
C. Likert scale
D. Interval scale

28. You want to provide an overview of the characteristics of the respondents in your sample. Which of the following would you use to provide insight on the corporate positions of your respondents?
A. The mode, median and the standard deviation.
B. A frequency table and a bar chart.
C. A frequency table and a correlation matrix.
D. The mean and the cross tabulation.

29. "Do chartered accountants perform better than non-chartered accountants in accounting tasks?" Which is the most appropriate statistical technique to answer this research question?
A. Regression analysis
B. Independent samples t-test
C. Chi-square test
D. ANOVA

30. The statements below explain the different strength level of the correlation analysis as indicated by the Pearson Correlation Coefficient or `r'. Which of the following statement is not correct?
A. `r' = 0.00 indicates no relationship
B. `r' close to 0.00 indicates a significant relationship
C. A negative `r' indicates a negative relationship
D. The range of `r' is between -1 and 1.

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SECTION B: STRUCTURED QUESTIONS (60 Marks)

There are TWO (2) structured questions. Answer ALL questions. Each question carries 30 marks.

QUESTION ONE

The manager of Haines Company observes that the morale of employees in her company is low. She thinks that if their working conditions are improved, vacation benefits made attractive and the pay scales raised, the morale will be boosted. She doubts, however, if an increase in pay scales would raise the morale of all employees. Her conjecture is that those who have side incomes will just not be "turned on" by higher pay, and only those without side incomes will be happy with increased pay, with a resultant boost in morale.

Based on the scenario above:

(a) What is the broad problem area in this case? [2 marks]
(b) List and classify all the variables in situation. [10 marks]
(c) Draw a conceptual model. [8 marks]
(d) Develop **five (5)** hypotheses for this case [10 marks]

QUESTION TWO

(a) Identify the object and the attribute from each of the statements below.

i) Price consciousness of car buyers [2 marks]
ii) Self-esteem of dyslexic children [2 marks]
iii) Organizational commitment of school teachers [2 marks]
iv) Marketing orientation of companies [2 marks]
v) Product quality of tablets (e.g. Apple iPad, Samsung Galaxy Tab) [2 marks]

(b) A call centre within a mobile telecommunication company has a high turnover rate; employees of this centre have a shorter average length of employment than those of other departments in the company. Skilled employees are leaving and the work population contains a high percentage of inexperienced employees. Encik Abdul Razak has no idea what is going on and wants to know more about what is happening.

As a researcher assigned to help Encik Abdul Razak in this case, recommend the most suitable answer for the following items. Please explain your choice of answer.

Continued...

i) The purpose of the study
ii) The extent of researcher interference
iii) The study setting
iv) The research strategy
v) The time horizon for the study
vi) The unit of analysis [20 marks]

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